



COLLEGE RADIO CORPORATION

~~535 FIFTH AVENUE - NEW YORK 17, N. Y. - Telephone Murray Hill 7-6800~~
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January 14, 1955

Mr. Paul Baumgarten
Manager, Station WSRN
Swarthmore College
Swarthmore, Pennsylvania

Dear Mr. Baumgarten:

Thank you for your letter of January 11,
enclosing RCA affidavits and requesting information about the
Career Hour.

The original descriptive matter on the Career
hour was distributed in a CRC Newsletter, and I am enclosing a
copy of that issue. To refresh you on possible arrangements for
carrying the Career Hour just during the coming semester, I
refer you to my letter of January 6. A very new development
has occurred, to be added here: RCA has undertaken a campaign
through the Career Hour, to start immediately. This will include
your station, if you carry the program, and revise my letter
as follows:

Minimum requirements:

- A) 26 announcements each for Burroughs and RCA
- B) Minimum program length 15 minutes
- C) Make only one announcement, either Burroughs or RCA,
during any 15 minute segment
- D) Make only one broadcast per day (may be longer than 15 min.)
- E) Should be in evening, must be regularly scheduled

These points may be considered to supercede those in the Newslette, in
case on conflict.

As for possible additional sponsors: none are anticipated for this coming
semester, but there is no ruling out the possibility. If the series
proves to be a success, it may well be crowded next year, and become
a fixture. Our feeling is that the stations which join this year, and
do a good job with the show, at slight compensation, should be the first
to benefit by future expansion. We hope your Board will decide in favor,
and WSRN can start immediately. The sooner the better, since there are
so many announcements to make good before the end of the school year.